



STRIVE

CLIMATE ACTION
HOW TO DO IT RIGHT?

WE ARE THE **LAST GENERATION** THAT CAN ACT TO SAVE
THE PLANET FROM GLOBAL WARMING.

IT IS TIME TO TURN SUSTAINABILITY INTO A **BUSINESS
OPPORTUNITY.**

IT IS TIME TO **CHANGE THE LEGACY!**



SPEAKERS



ALEXANDRA
PETRUJINSCHI



65%

of global GDP is now under a
2050 net-zero commitment

70+

countries have put legislation in
motion for plastics

1/4

consumers say they are planning
to focus more on environmental
issues and will pay more
attention to social aspects in
their shopping behaviour

3/4

companies behaving in an eco-
friendly manner had become
more important to them post-
pandemic

72%

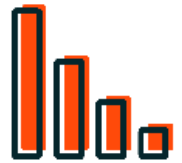
of consumers across 20 countries
said companies behaving
sustainably was more important
to them because of COVID-19
(July 2020)

46%

say they plan to buy more from
sustainable/eco-friendly brands
in the next 6 months (in 7
countries)



PILLARS OF CLIMATE ACTION



MEASURE

- Choose scope and methodology
 - Calculate carbon footprint
- Verify calculation by 3rd party verifier



REDUCE

- Map possible reduction areas
 - Plan reduction measures
- Implement and monitor changes



COMPENSATE/OFFSET

- Choose the projects you wish to support
 - Buy and retire the credits
 - Receive retirement proofs



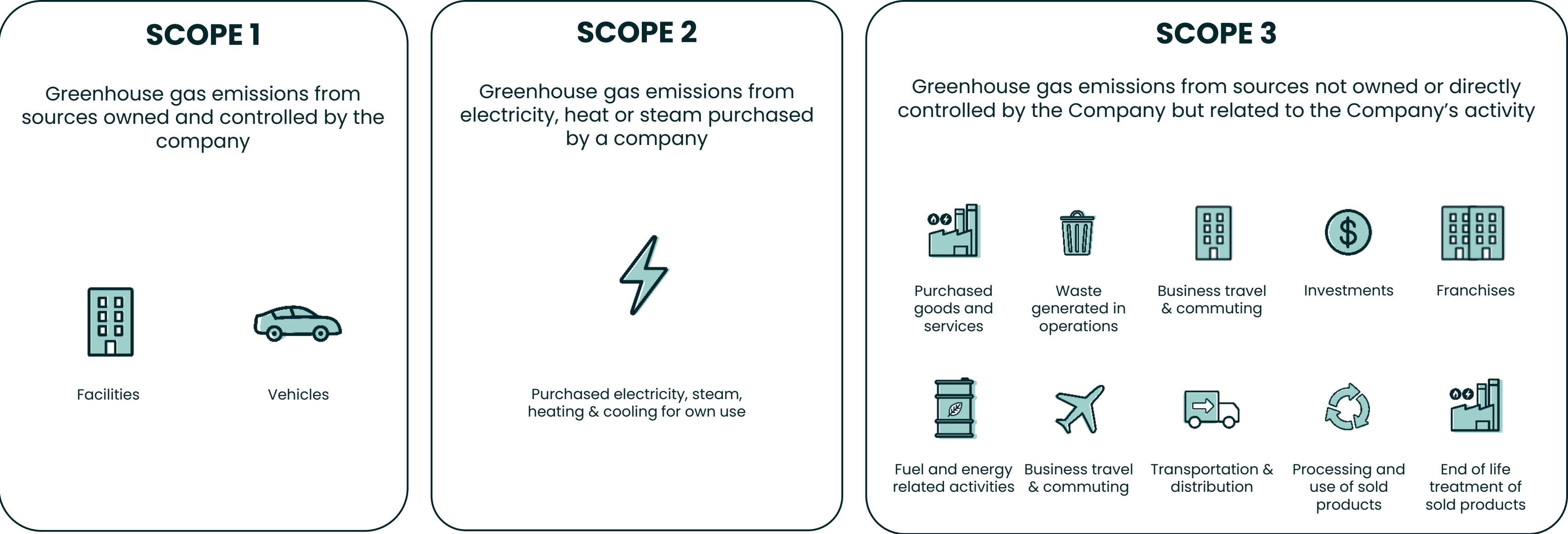
COMMUNICATE

- Communicate and disclose your climate efforts to your stakeholders

1. MEASURE



Carbon footprint is the calculation of an amount of greenhouse gases released into the atmosphere as a result of your organization’s activities



HOW CAN WE HELP?

Sustainability and decarbonisation vary among companies and sectors.

We work with our clients to understand their particular challenges and help them address the most pressing topics around decarbonisation.

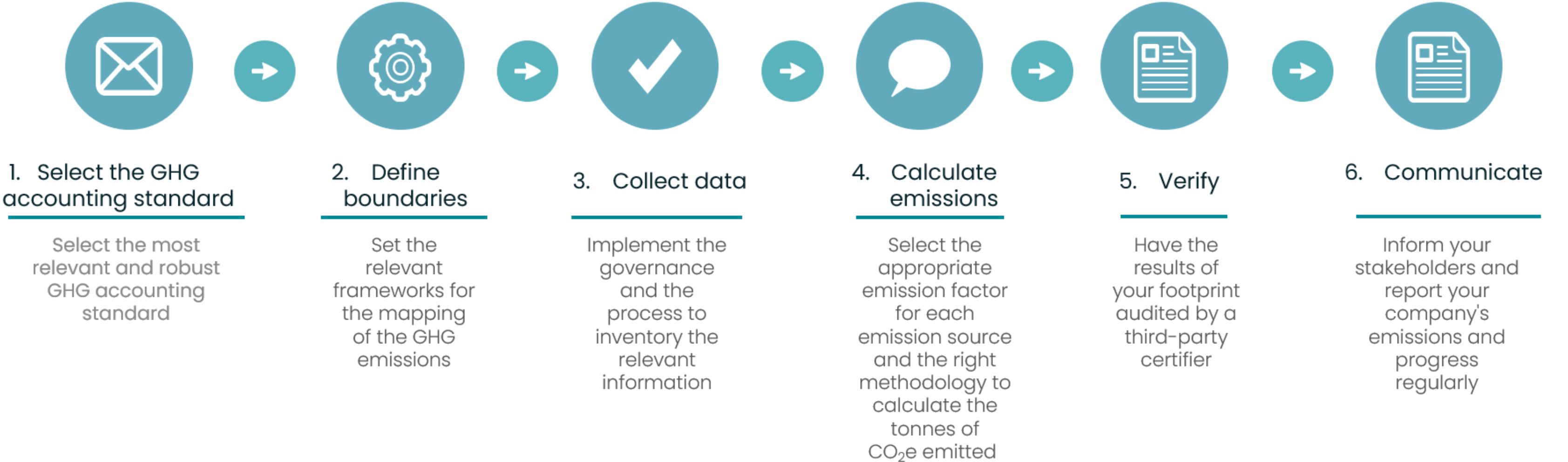
ENVIRONMENTAL FOOTPRINT

- Measure carbon footprint for scopes 1, 2 and 3
- Develop Lifecycle Assessments for products and services
- Address other environmental footprints (e.g. plastic)

HOW CAN WE HELP? GUIDE YOU THROUGH THE PROCESS



To produce a reliable footprint, it is important to follow a structured process that maps all the GHG emissions released through your activities



Few weeks to several months



Involvement of many actors from within and outside the company

HOW CAN WE HELP? SELECT THE GHG ACCOUNTING STANDARD



There are several internationally recognised environmental standards available that will guide companies through the GHG accounting and reporting process

Organisational footprint standards

GHG Protocol

GHG Protocol establishes comprehensive global standardized frameworks to measure and manage greenhouse gas emissions from private and public sector operations, value chains and mitigation actions.

ISO 14064-1

ISO 14064 is an international standard that provides a framework for GHG accounting and verification to organisations looking to quantify and reduce GHG emissions. Part 1 specifies principles and requirements at the organisation level for quantification and reporting of GHG emissions and removals.

Product footprint standards

PAS 2050

Developed by the British Standards Institute, PAS 2050 provides a consistent method for assessing product/service life cycle GHG emissions

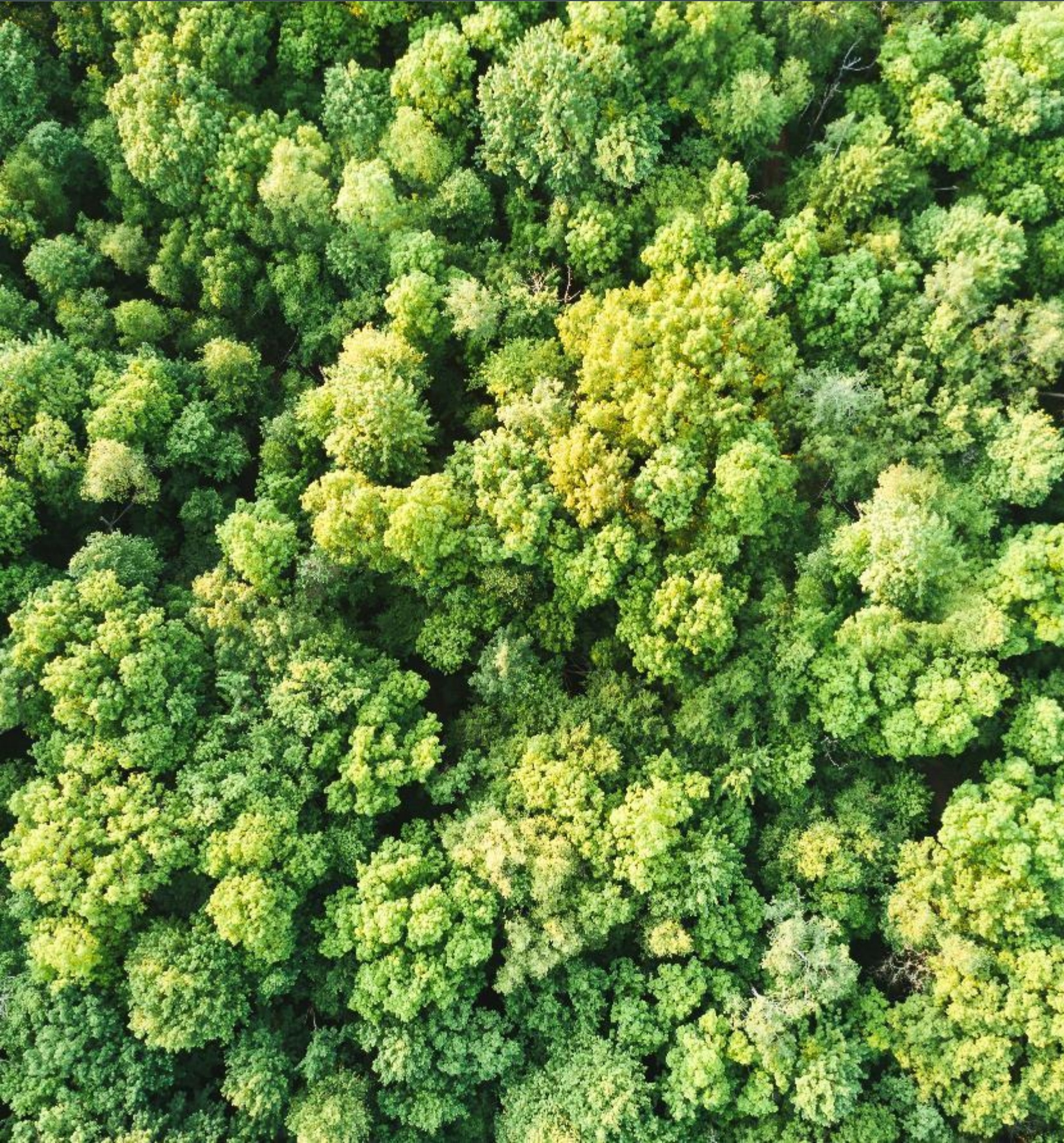
ISO 14067

Largely built on existing ISO standards for LCA, ISO 14067 defines the principles, requirements and guidelines for the quantification of carbon footprint of products

GHG Protocol Product Lifecycle Accounting and Reporting Standard

This standard provides requirements and guidance for companies and other organizations to quantify and publicly report an inventory of GHG emissions and removals associated with a specific product or service

2. REDUCE



Stages for setting reduction targets and tracking changes:

1. Complete and report a base inventory
2. Identify reduction opportunities
3. Set reduction target(s)
4. Achieve and account for reductions
5. Recalculate base inventory
6. Complete inventory report

HOW CAN WE HELP?

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CARBON & SUSTAINABILITY STRATEGY

- Sustainability strategies focused on value creation
- Net zero and low carbon strategies
- Offsetting and insetting strategies, and/or internal carbon pricing strategies
- Circular Economy strategies and assessments

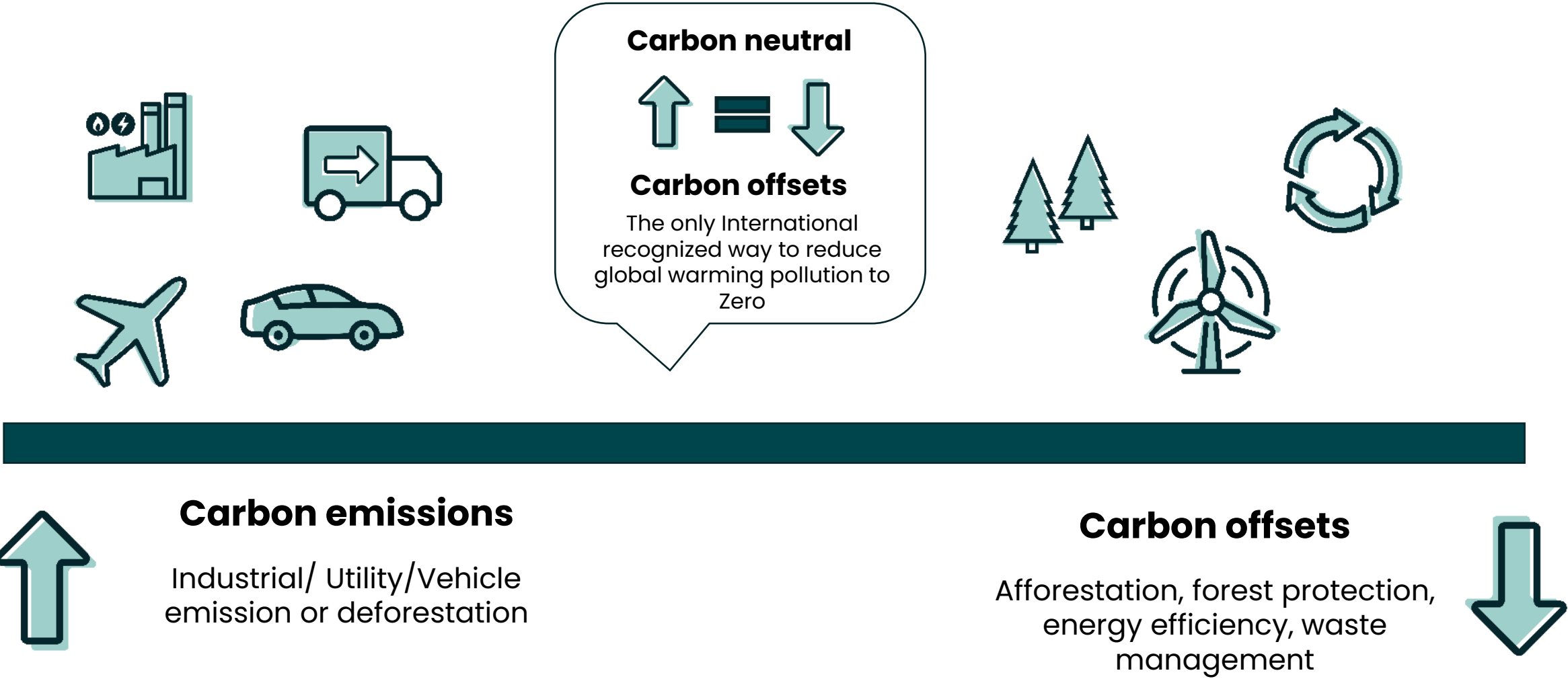
GREEN SUPPLY CHAIN

- Design programs with suppliers and/or distributors to drive emission reductions
- Define Green Procurement initiatives and policies

CLIMATE ACTION ADVOCACY

- Measure local impact
- Shape communications for maximum impact
- Design employee engagement initiatives around decarbonisation

3. OFFSET



HOW CAN WE HELP?



Our can offer a wide range of products that can be tailored to your organization's environmental goals and comply with voluntary corporate greenhouse gas (GHG) emission reporting.

CARBON OFFSETTING

Carbon neutral products, services, events ▪ Verified Carbon Unit (VCU) ▪ Gold Standard Verified Emission Reduction (VER) ▪ Climate Reserve Tonne (CRT) ▪ Emission Reduction Ton (ERT) ▪ Certified Emission Reduction (CER).

GREEN ELECTRICITY

Guarantee of Origin (GO) ▪ International Renewable Energy Certificate (I-REC) ▪ Tradable Instrument for Global Renewable (TIGR) ▪ U.S. Renewable Energy Certificates (REC) ▪ Australian Large-scale Generation Certificate (LGC) ▪ Japan Credit (J-Credit) ▪ New Zealand Energy Certificates (NZEC)

BIOGAS CERTIFICATES

European Green Gas Certificates ▪ U.S. Renewable Thermal Certificate (RTC)

OTHER SOLUTIONS

Board Now Coalition – SAF (Sustainable Aviation Fuels) ▪ Green hydrogen solutions

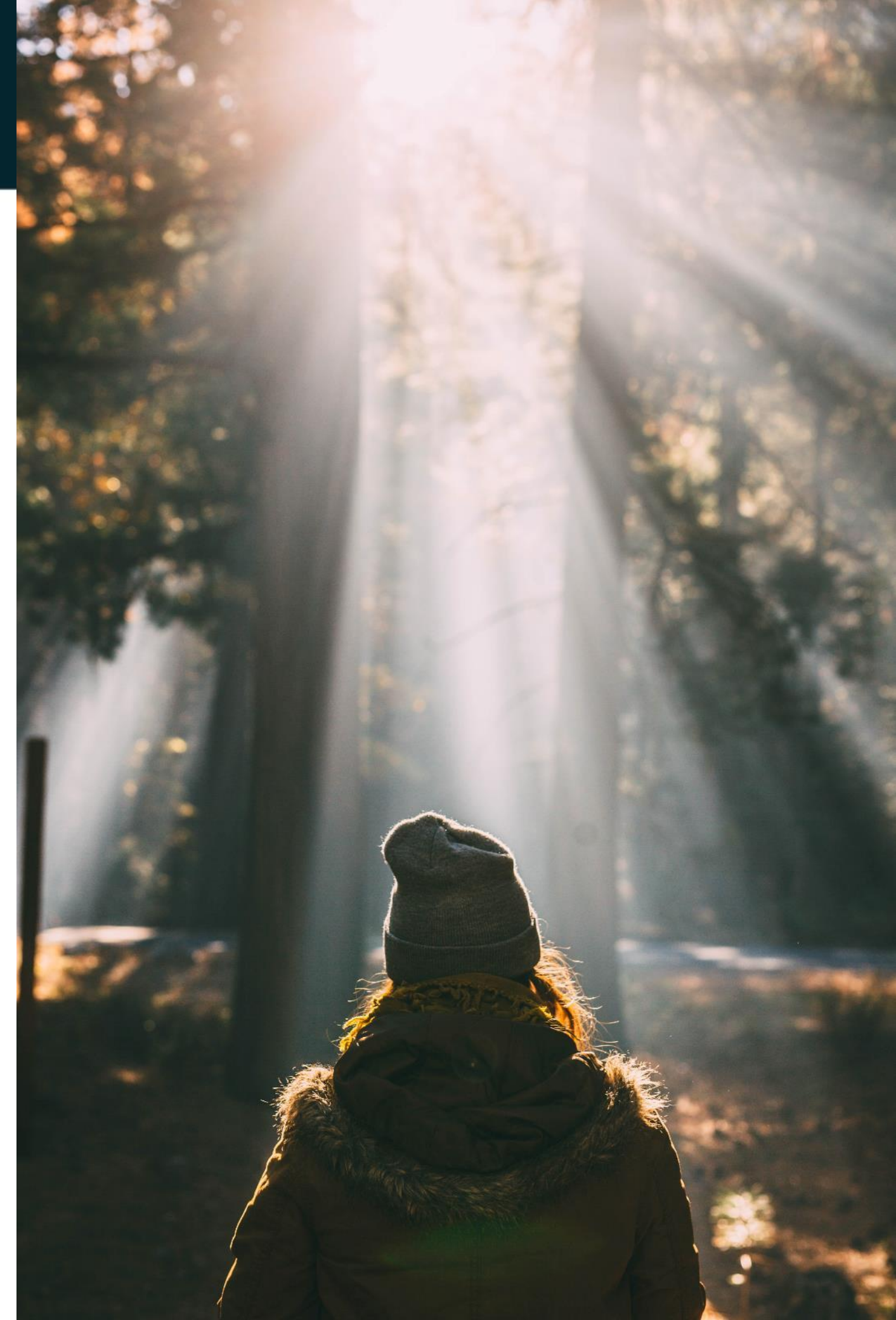
4. COMMUNICATE/ADVOCATE

Criteria for high integrity claims

Best practice in climate communication – In order to support its climate claim, companies should disclose and publish relevant data and proofs related to their product carbon neutrality claims:

Any entity that seeks to issue a high integrity claim should, at a minimum, ensure that these claims:

- a) are true and accurate
- b) are clear and relevant to their target audience
- c) are substantiated with objective, transparent, and up-to-date data
- d) avoid overstating the beneficial environmental impacts of the activities
- e) avoid creating a false impression or hiding trade-offs
- f) refer to voluntary actions or achievements that go beyond complying with existing legislation or standard business practice



CONTENTS FOR HIGH INTEGRITY CLAIMS:

- Climate target
- Carbon footprint
- Reduction strategy and achievements
- Carbon offsetting & clean energy sourcing
- Uncertainty

COMMON MISTAKES:

- Organizational overclaim
- Poor selection of credits
- Vague statements lacking details
- Lack of disclosure and data

WHY STRIVE?



- **360° approach to sustainability strategy.** Guiding our clients in their end to end zero carbon transformation.
- **A solid partner.** Strive was created by Vertis, the oldest trading firm in Europe, with over 20 years of experience.
- **Carbon credits expertise.** Over 140 million carbon credits traded (CERs and VERs).
- **Sourcing project expertise.** Over 12 years of experience sourcing high quality emission reduction projects around the world.

STRIVE OFFERING

We work together with global businesses in multiple sectors to help design low carbon pathways and build the new capabilities required as part of their zero carbon transformations.

1. Net Zero Advisory

Customised advisory solutions on zero-carbon strategy, environmental footprinting, green supply chain and climate action advocacy.

2. Renewable Energy Solutions

Energy Attribute Certificates are a flexible and cost-efficient solution to meet your sustainable energy targets and reduce Scope 2 corporate carbon footprint.

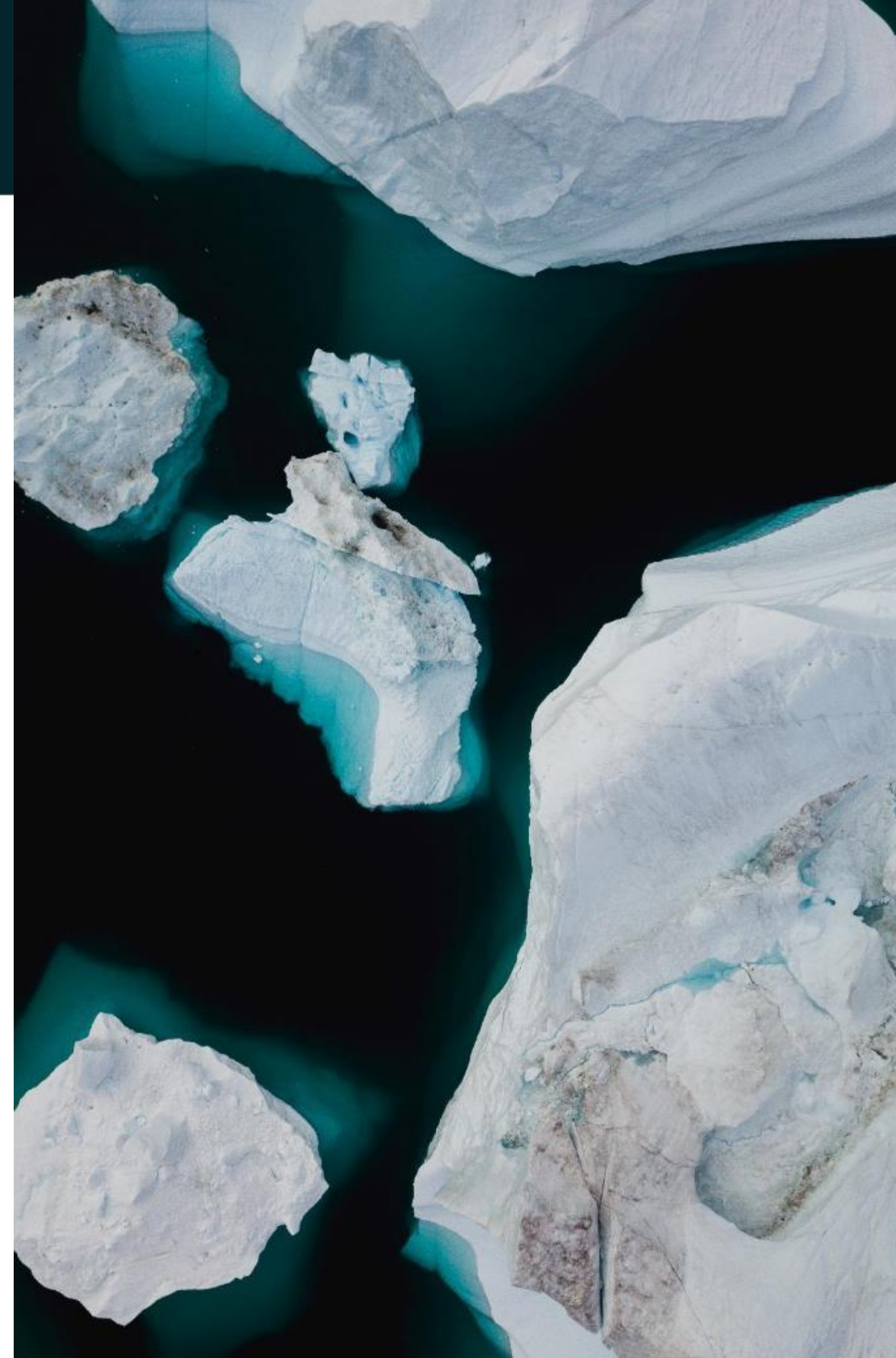
3. Carbon Offsetting & Climate Products

Sourcing the most appropriate offsets and certificates to protect and transform the planet.

Climate positive workforce solution to inspire and empower individuals to become carbon neutral or carbon positive.

4. Emission Reduction Project Development

Implementing emission reduction projects in multiple technologies and countries or in your supply chains, for maximum environmental and social impact.



STRIVE FOR CLIMATE ACTION

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